ABSTRACT

A method and apparatus for aggregating the data for a plurality of individualized programs into a single channel, and allocating the channel bandwidth as-needed for provision of short video programs on an "on demand" basis, so that the total bandwidth

5   required to provide the individualized channels and associated video clips is substantially reduced. Also provided is a real-time, single-user-targeted individualized advertising associated with the viewer selection that personalizes the user's iTV experience. The advertisements are targeted in real-time based on an immediate interest revealed by the user in a search request for content. Short duration videos are provided so as not to over-

10   tax the individualized "on demand" channel's limited bandwidth.